



## **CITY OF NEWPORT BEACH**

### **Balboa Village Citizen Advisory Panel Meeting**

### **MINUTES**

**Newport Harbor Nautical Museum**  
**600 East Bay Avenue, Newport Beach**  
**Wednesday, May 2, 2012 -- 4:00 p.m. to 5:30 p.m.**

*CAP Members:*

Terri Pasquale  
Mark Hoover  
Ralph Rodheim  
Craig Smith  
Jim Stratton

*Staff Members:*

Michael Henn, Council Member Liaison  
Kimberly Brandt, Community Development Director  
Brenda Wisneski, Deputy CDD Director  
Jim Campbell, Principal Planner  
Fern Nueno, Assistant Planner  
Cindy Nelson, Project Consultant

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1. **Call Meeting to Order** – The meeting was called to order at 4:00 p.m.

2. **Roll Call** – All Citizen Advisory Panel (CAP) Members were present.

3. **Approval of Minutes** – March 20, 2012

CAP Member Hoover motioned to approve the March 20, 2012, meeting minutes, the motion was seconded by CAP Member Smith, and the motion was approved by a 5 yes to 0 no vote.

4. **Current Business**

a. **Branding Working Group – Status Report**

Gary Sherwin and Don Anderson made a presentation and answered questions from CAP members and attendees of the meeting. The PowerPoint presentation is available online at <http://www.newportbeachca.gov/index.aspx?page=1962>. The branding meetings were held with the CAP working group, Brenda Wisneski, and Cindy Nelson. The key discussion points from after the presentation are below:

- CAP Member Rodheim noted his concern with the implementation of the Brand Promise. The brand paints a picture of the nostalgic, physical look, while new projects such as ExplorOcean do not fit with that theme architecturally.
- Mr. Sherwin responded that nostalgia is a feeling, not just a look. The Brand Promise is not a set of design guidelines.
- The Fun Zone is currently a specific area within Balboa Village (BV). The proposed name for the area is Balboa Village Fun Zone, which will have the same boundaries as the BV Business Improvement District (BID) with the pier included also.
- A member of the public suggested that the word “harbor” should be included in the Brand Vision because of the harbor’s uniqueness.
- The survey results indicated that people would like more upscale, quality shopping options.
- Council Member Henn thanked Gary and Don for their hard work. Mr. Henn mentioned his past experience working for large companies that paid a lot of money for similar consultant work and that the City hired the consultants for this project for significantly less money.
- CAP Member Rodheim suggested that an aggressive outreach be done so that more people attend the next meeting to discuss the Brand Promise.

- b. **Project Schedule Update**
  - On May 15, 2012, the CAP will review the draft Implementation Plan (IP). At that meeting, it will be determined if additional meetings are necessary prior to making a recommendation to the Neighborhood Revitalization Committee (NRC). The IP will be reviewed by the NRC on June 14<sup>th</sup> or a later meeting date if necessary. After the NRC review, the Planning Commission and then the City Council will review the IP.
  - CAP Member Rodheim recommended that the Harbor Commission also see the IP because of the potential influence on the waterfront.
  - Wayfinding signs will need to be updated to reflect the new Brand Name should the City Council approve the recommendations.
  - Ms. Nelson noted that the IP will include a short-, mid-, and long-term schedule for the strategies recommended. Once the City Council direction is provided, staff can then develop a more refined work plan and schedule to begin implementation of the recommendations.
  - It was reiterated that staff will work with the Coastal Commission in advance on the proposed residential parking permit application should the City Council approve moving forward.
5. **Staff and CAP Comments**
  - CAP Member Rodheim noted that correspondence was received from Howard and Kathleen Hall who were unable to attend the meeting.
  - Ms. Nelson confirmed that the draft IP will be sent to the community associations and BID.
6. **Public Comments** – No additional public comments
7. **Next Meeting** – Tuesday, May 15, 2012, 4:00 p.m. - 6:00 p.m.
8. **Adjournment** – The meeting was adjourned at 5:30 p.m.